

Creating A Culture of Communication Using Social Media



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Presentation Objectives:

- 1) Why create a “Culture Of Communication”?
- 2) Where are the people?
- 3) What is our focus?: The Value of a Plan
- 4) Developing “Buy In”: Leveraging Internal “Competition”
- 5) Commitment: Be “All In, All of the Time”



The “Back Story”

“BC”-Before A Communications Position

- *Website was a “shared responsibility” and needed a new platform.
- *Identity Team selected a new company to host the website, but needed a person to coordinate and maintain the District’s new website and social media efforts.
- *Social Media was growing in popularity as a method to communicate w/families.
- *Communication was a tertiary responsibility shared among technology and curriculum and instruction staff, and their busy positions already had a lot of work.
- *Superintendent and Board recognized the need for a Communications Position.



Why Focus on Communications Plan?

- *Website was out-of-date and a common complaint among parents.
- *Proactive communication was important to all, but difficult to manage due to lack of time from a very busy administrative team.
- *No one had time to update our website consistently and few had time to “tell our story”.
- *Needed a position and a consistent plan to help facilitate District communications with the media and the public.



WHY CREATE A CULTURE OF COMMUNICATION?

Listening and Developing The Communications Plan

“2 Ears And One Mouth” Listen First, Then Act (Identity Team)

-Website Improvement Survey (students, staff, families)

Three priorities identified by the Identity Team:

- 1) Create consistency in our visual representation (logo/branding efforts).
- 2) Create a new website with more photos and a live calendar of events.
- 3) A need to integrate and strategically use social media in our plan.



WHY SOCIAL MEDIA?

- 75% of residents have at least one “Smart” device.
- 100% of our students have an internet capable device (1:1 Technology).
- Efficient and effective way to “Reach the People Where THEY Are”.
- Quick and easy way to share student and staff successes many people.



Giving ALL People The Tools They Need

1:1 Technology Initiative

- During the 2014-2015 School Year, the School District of Milton deployed more than 3,500 devices to ALL students and staff.
- K-8 *ALL* students received iPads.
- 9-12 *ALL* students received MacBook Air Laptops.



District Investment In Technology+Communication *Devices + The People=SUCCESS*

Technology Department:

Six (6) staff members to assist students, staff and families with technology needs. Now deployed to schools weekly AND working in partnership with a Communications Supervisor.

Communications Supervisor:

One full-time position and one shared administrative assistant.



***“Plan The Work
and
Work The Plan”***

-Bo Ryan, UW Men's
Head Basketball Coach



Social Media Needs To Be Integrated Into Into Your District's Strategic Communications Plan

Milton's Strategic Communications Plan-Central Themes

- "In the Classroom": The bulk of our communication stems from student learning and classroom events; student and staff focused on classroom learning; "put the parents in their child's school".
- "Co-Curricular": Our student learning is enhanced by the opportunities that exist through co-curricular activities. Athletics and activities are always celebrated.
- "In the Community": Our schools are deeply embedded into our community through charitable work, family fun events, and other awesome community activities. We celebrate student and family success throughout the community.



Reasons For Effective Social Media Integration and Why Every School District Should Use It

- 1) Keeping People Informed (Curriculum, Events, Logistics, etc.).
- 2) Being transparent AND responsive builds public trust and confidence.
- 3) Showing EVERYONE IN THE WORLD your School District is FUN!!!
- 4) Celebrating success and bringing families “Into Their Child’s Classroom”.



Help People Succeed AND Share Their Success

*Educators, in general, are very humble, modest, and hardworking public servants.

*Encourage people to share their special experiences and help make their everyday experiences “special” by sharing their success with the world.

*No one person or program alone builds culture. Create a “culture” where everyone works together to share and celebrate one another and a shared success.



Social Media Is “The 21st Century Newspaper”

Families LOVE to see their children in the newspaper.....

Using Social Media, you can “Leverage The Like”. Today, family members LOVE to see their children and grandchildren on Facebook. Posting pictures of student and staff successes on social media allows family members within the District and throughout the world to share with grandparents, aunts and uncles all of the great things that their loved one is doing.



“How To” Integrate Social Media

Into Your School District’s Communications Plan

***Go Slow, But Keep Going (Be respectful of the comfortable pace of others).**

***Build partnerships and culture like a house of bricks: One at a time**

- **Technical competence**
- **A culture of communication is a culture of SHARING.**

***MAKE IT FUN!**



“How To” Social Media and Website Communication Tips

- **Be “ALL IN”**: Get everyone to invest a little and live a culture of communication.
- “3 posts a day keeps stale away.”
- “Many hands make lighter work.”
 - You can’t be everywhere; getting people to share photos and stories makes keeping social media and website updates easier.



“How To”

Tips For Successful Social Media Communication

***Be Responsive**: When people share things with you, act on it. If you can't, ask for help. (Trust your culture is being built with every response and is being eroded with every question/issue ignored).

***Be Responsible**: Be sensitive to those who don't want to get involved. Don't take photos of those who don't want to have them done. Promote positive stuff and respond to legitimate questions in a timely manner; ignore negativity.



Take Time To Teach, To Learn and To Lead with Courage

*Actively partner with and learn from your technology staff + students.

- They know a lot and can show you great things.

*Teach administrators and staff how to use social media and encourage them to celebrate their successes of staff and students using it.

*Be patient, but be consistent and persistent: “Thomas Edison wasn’t well liked by candle makers, and Henry Ford wasn’t well liked by horse traders. Both ‘kept at it’”. Have the courage to lead in a new era of communication.



Pay Attention To Data: Your Clients (AKA “Fans”)

Social Media Sites Have Great Analytical Features - Use Them!

School District Of Milton’s Facebook Page Statistics:

*Liked by 2,584 Facebook users; reaches more than 10,000 users weekly
AROUND THE WORLD.

*Our Facebook page is viewed and liked in 14 different countries and posts are translated into 13 different languages.

“WE ARE TELLING OUR STORY TO THE WORLD” USING SOCIAL MEDIA.



AND MOST IMPORTANT OF ALL.....

HAVE FUN!!



THE END

QUESTIONS AND COMMENTS?

